



#### What about the brand?

Your brand is the thing that makes you special when you measure yourself against the competition and tell the world who you are.

## What about the brand?

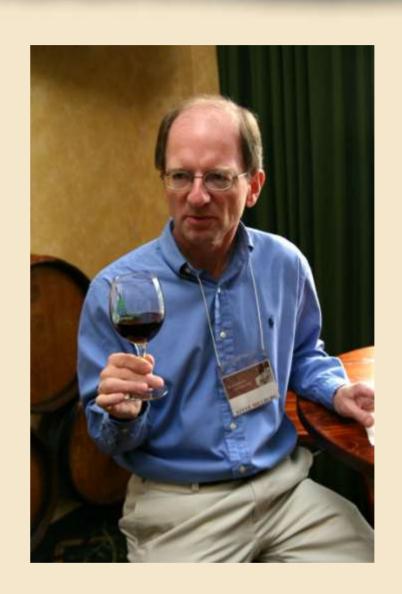
### Tell your wine story

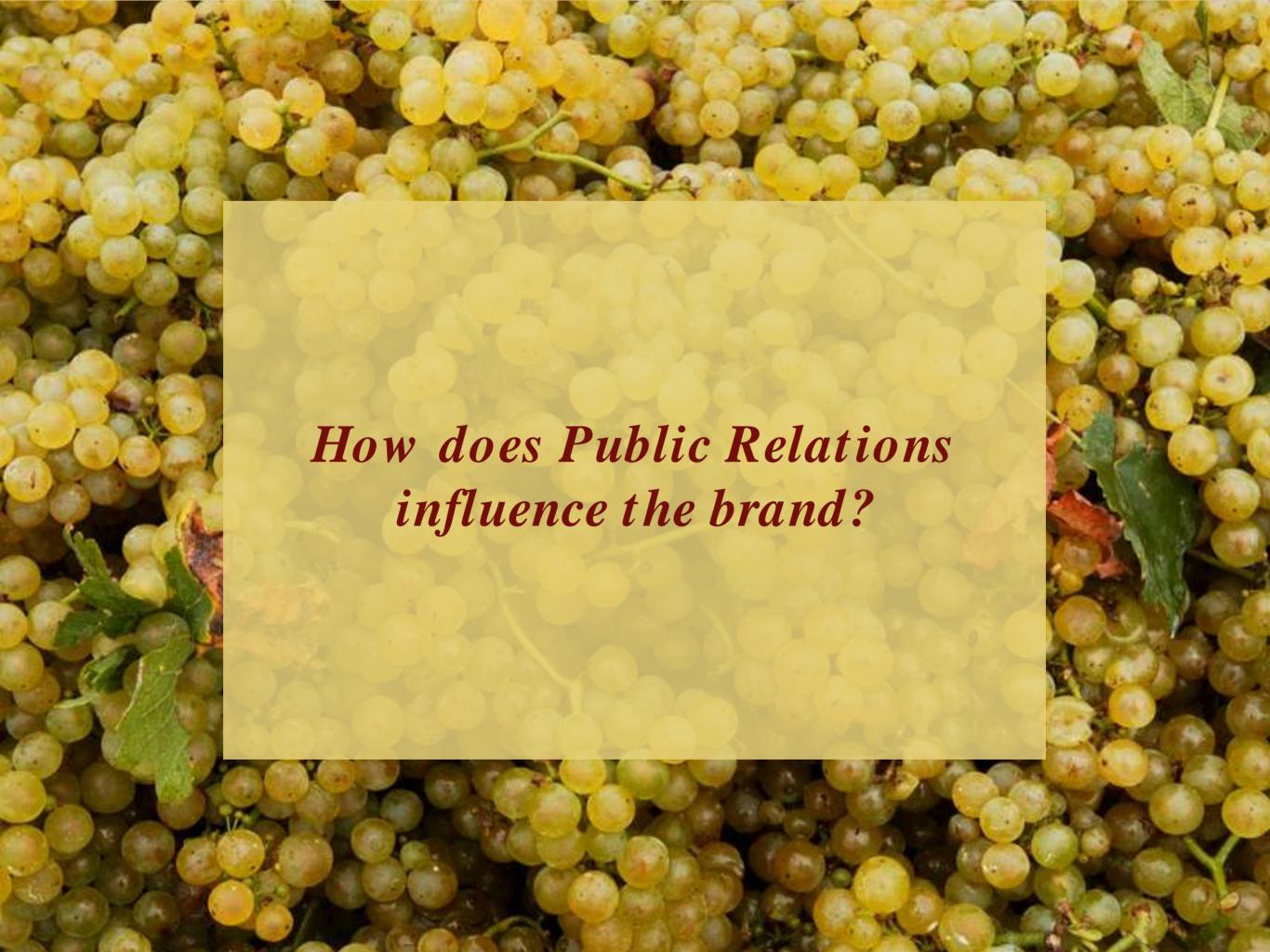
- Make it unique
- Use it through every channel
- Be authentic
- Use your strengths
- It should make you feel good



## Where does your brand identity come alive?

- Your logo
- Your web site
- Your phone message
- Your tasting room
- Your label





## The Public Relations Touchpoint

Public relations is anything that gets a wine buyer or guest to your door...



## The Public Relations Touchpoint

Public relations TELLS your brand story to the media and to the community.



#### Let's start with the media

....and how you reach out to them









## Releases: What is your goal?

#### Invite the press to do a story about:

- Event
- Winery news
- An award, an anniversary
- A new vintage release
- An indepth feature (must have something special and different!)
- Wineries with similarities
- Action in the community
- Trends...that you represent



## The press kit is your tool box for MEDIA

- Your story
- Your facts
- An itinerary
- Releases
- Clippings
- Images



#### North Carolina's Wine Story

They are were y were from a clara. Wall SP you hear eags.

Not long after Sr. Walter Roleigh lended in what would become North Combins on the State State of the State State

It assessed outlines notely above us.

But we hadn't counted on an act of Congress, you Probletion.

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But other things permaned our viscolines, but Our wines works not just unless flowers and contentions, whether of furtherane or more law to be a talget part manyority summors samplings not of were above, but were with helpfully with and our work that the distribution and always, with the database valued baseds are

Clar land is not and many testaned. The vines are ends in variety And the pass are as interesting and disease as the state built and, had by picewess, faming be shared taken, North Caroline has returned to its original custs.

This is a worse tasting the no other. Voulne invited.





#### Our Thriving Wine Industry

- Nieth Carolina is home to more than 32 setume.
  The number of sensors has now than dualited one a 2006.
- Nicht Cardina rivin title for grow production and title for size production in the United States.
- Plant that 220 relativistic owned graps crequely are spread atoms for state, covering 1,200 acres.
- The Yadio Valley is Provide Carolinas first feelingthy recognized American Vibrational Americans.
   Is in last and accountly the extension and finance are connectly to extension and council factorization for extension.
- Commonly planted grape venidals schule Celerne Earnigers, Celernel Ever, Meriel, Moscades, Syr Charlisman and Vagnies
- Subscribe in News In the Edition States Waver, which reconstructed that one of the subscribes proud and is the world states in the other transmits of the States.
- In 1000, visite predicted grapes were calculated at one EET relition and the calculated state problems of even a materials of EET relition.
- Based on Julia generated in other states, the North Caroline Grape Council activisies that the economic report of ecopoids and economic North Carolina is 219 million with 193 julia counted.

- Viewards in 2005, produced an energie of 2 time per and, solved at \$100 per too. That's an energy grows income of \$1,00 per acre. The energy produced for a among the highest in the country.
- At the ham of the century, 25 enterine specialist is North Carotina, making it one of the most production were status in the U.S. The restably closed with the century of Probletsian.
- Media: Venezard is the town of Británystia in Mallier Crystly our the first convenient of very exhibitation in the first Condition and fact the soundry's were production in these.
- Suppressing to the Violograph cultivated in the Orbital States and in the official field of North Candina, North Candina's red to make a 200 year old Suppressing on the orbital forces graphenes in the orbital forces graphenes in the orbital forces.
- Fluid logical trailine Myse admic proposal on beams as Sociation region are relatively smill trailing and their in the but sandy conditions of the County region, Mysephines containing beach of Resounted and other health orbaning probabilities.

Every special place has its over unique florer. Ques has more, Ga to VolthConsecom for mo leformation.

north carolina

#### Press release elements

- Headline: Direct, clear
- Blurb: Can give an overview and generate interest
- Dateline/Place of Origin
- Strong first paragraph. Give WHO, WHAT, WHEN, WHERE
- HOW AND WHY can be answered next
- Boilerplate: Your brand distilled to a few sentences with web site, phone number.
- Contact information: ACCURATE!

#### Press release elements

 Boilerplate: Your brand distilled to a few sentences with web site, phone number.

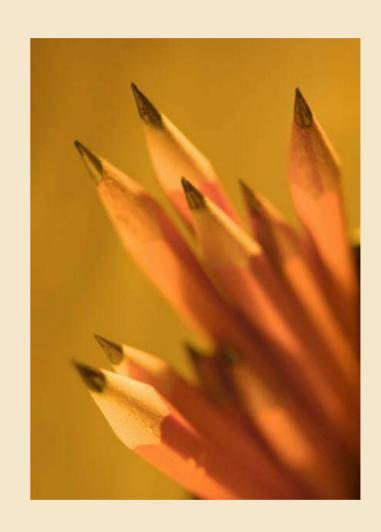
HeyHo Winery is the only winery in North Carolina where horses stomp the grapes. Located in Whinny Creek, just 10 miles from Love Valley, the winery is open Tuesday - Saturday this fall. Visit us online at <a href="https://www.heyhowinery.com">www.heyhowinery.com</a> for tips on planning your next visit or call 1-800-URHRSY for more information.

- Call to action (psst....should be in your boiler plate, too)
- Contact information: ACCURATE Email and cell



## Press release elements: Good Writing

- Active verbs
- Adjectives: Fuhget about 'em!
- Delete: WONDERFUL, BEAUTIFUL, TASTY, DELIGHTFUL
- Use facts
- Keep sentences, release short.
- Proof!!
- Use AP style if possible



### Press Releases...email distributions

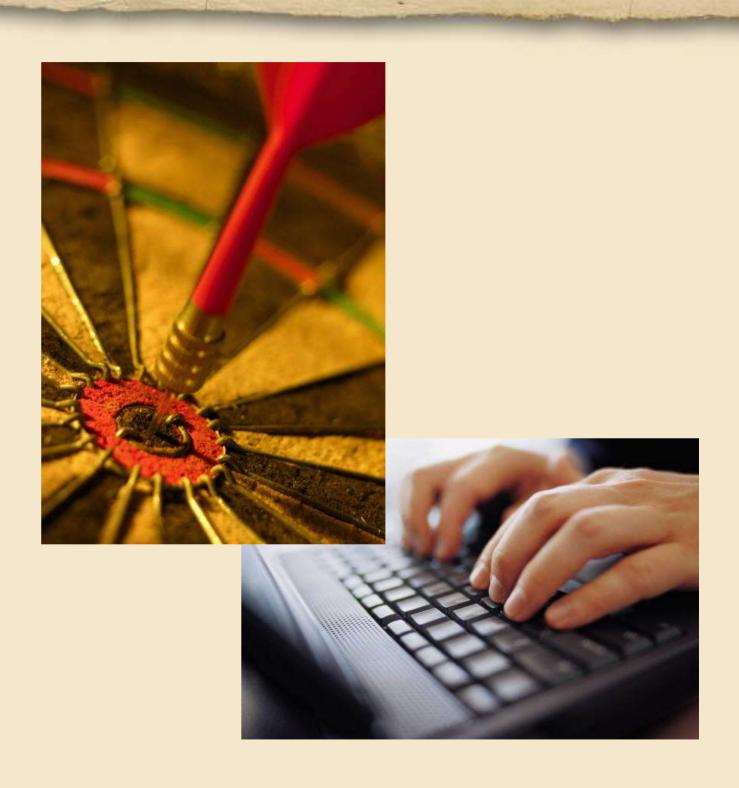
- RE: Subject line saves release from the delete button
- Readable
- Following up
- Frequency
- Photos--no big attachments!



## Press releases: Who is your bulls eye?

#### Build a database:

- friends/colleagues
- online research
- go see 'em!
- call and ask
- buy database



# A few general tips on the media

- They are really busy!
- Respond quickly when they call you.
- Never count on coverage
- Offer press passes, press discounts...what about freebies and freelancers?
- BE NICE TO THEM



## Public Relations = Community Relations

- Radio--promote events at winery or fundraisers...but they can't "sell" your wine
- Energy company inserts
- Supermarket newsletters --offer tips
- Gift shop email lists
- Chamber
- Civic clubs
- CVB
- Rack cards: hotels, destinations
- Restaurant relations



# Community Relations....is a great reason

to talk to the press, too!



## Leverage Community to Pitch TV, Radio

- Invite media celebs to emcee, host charitable events
- Tie into the bad news...the drought, floods, freezes (and tell the truth and then give a positive spin)
- Tie into good news...harvest, fall, planting
- Tie into a trend...health, farm to table, local, green, sustainability

## Leverage Community to Pitch TV, Radio

- Teach something: wine pairing, cooking with wine, making sangria, making grapevine wreaths
- Talk about traditions
- Do something whacky and fun
- Play up holidays
- Bridal advice



## Public Relations....not competition

- Never go negative on another winery
- Coverage of one gives opening for you
- Stay alert; ask for help

#### WEB SITE

- Make sure the words people search for are in your text
- Register with the search engines
- Directions/address on the first page
- Answer the "why should I care" question



## Free, smart strategies

- Get in the VisitNC.com database...free as a winery
- Enter your events into the database
- http://www.visitnc.com/resourches/view/local-travelbureaus
- Also called extranet



## Free, smart strategies

- Send us your releases for the media center http://Media.VisitNC.com
- Sign up--Newslink newsletter offers media leads and tourism news

www.nccommerce.com

(search for newslink)

Keep us up to date!



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